

November 20, 2009

Multnomah County Commissioners  
1221 SW 4th Avenue,  
Portland, OR 97204

Dear Chair Wheeler and Commissioners:

As the destination marketing office for the Portland region, Travel Portland takes great interest in developments that can enhance our desirability as a tourism destination. We have been following the efforts to create a full time public market in Portland and are excited about the possibilities.

As you know, Portland has been receiving quite a bit of attention nationally as a culinary hot-spot, and culinary tourism has become one of our key promotional markets. We believe the James Beard Public Market would enhance Portland's reputation for farm-to-table cuisine and would offer an enticing new way for visitors to experience our offerings.

Public markets in other cities have proven to be attractive destinations—Pike Place Market in Seattle sees more than 10 million visitors per year, and the Reading Terminal Market in Philadelphia is the second most visited site after the Liberty Bell.

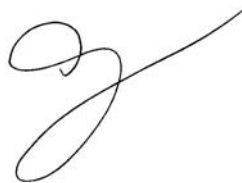
The James Beard Public Market would also offer a cultural heritage connection, harkening back to Portland's early history as a leader in the quality and quantity of public markets, as well as celebrating the culinary legacy of the renowned James Beard.

We hope you will give serious consideration to the James Beard Public Market as a potential project for the Morrison Bridgehead property.

Sincerely,



Jeff Miller  
President & CEO



Adam Berger  
Owner, Ten-01 & Tabla restaurants  
Chair, Travel Portland Community Action Committee